

# CHAMPIONS CHATTER



SECOND QUARTER, 2007

## GRANT COUNTY CHAMPIONS COMMUNITY COALITION PARTNERSHIPS THAT MAKE A DIFFERENCE

By Vanessa Rose, Grant County Champions

Grant County Champions is a small but powerful Coalition that thinks outside the box. After reviewing their PRIDE data, the coalition members began thinking how to reach the most people and target the audience. They wanted to make it perfectly clear that prescription medicine can and is misused and abused. So, they began a public awareness campaign and they went straight to the community for help.

Dr. Jason Wallace, pharmacist at Grant County Drugs, said he did not have to think twice when members of the Grant County Champions approached him with their idea. He said, "Being on the front line of a growing problem in Grant County, as well as other counties across the state, was reason enough to join forces with the Grant County Champions when I was approached with their idea."

So began the journey to find the best message to put on the bags that contain the prescriptions drugs. In order to "sell" their idea to the pharmacy, coalition members studied what they saw as the three biggest problem areas according to the data: 1. Sharing prescriptions, 2. Safe place for prescriptions and safe disposal, and 3. Easy access to prescription drugs.

The message was sent by email to Dr. Wallace and

within a month, the message began appearing on the prescription information sheets. Any good idea will grow and take on a life of its own. Now, the public service announcement message appears on prescriptions from St. Elizabeth-Grant County Medical Center issued from the ER during weekends. It is estimated that the PSA message goes out to 1,400+ prescription recipients each week.

Dr. Wallace is not only supportive of the coalition, he also participates in KASPAR in Kentucky and coordinates with Ohio to allow quicker responses to flagged abusers of prescription drugs. Thank you, Dr. Wallace.



In this Issue

**Grant County Champions: Partnerships that Make a Difference and The Power of 1 \* Bath County Students Attend HOT Conference \* Lincoln Trail HOT Conference \* Todd County Champions GHOST Out \* Washington County's Empowered Teens \* Kelly Harl, RPC Guest Columnist \* \* Sticker Shock \* Coming Soon\***

## Grant County Champions, continued

### **Grant County Champions The Power of One to Make a Difference By Rebecca Laake, Northkey RPC**

Grant County Champions with assistance from the Northern Kentucky KY-ASAP Local Board, has implemented a community-wide initiative called "The Power of 1." Their goal is to give youth the "building blocks" they need to succeed. The coalition members used the 40 Developmental Assets Framework to bring together all sectors of the community to share in the implementation of "The Power of 1."

The 40 Developmental Assets Framework uses 6 key principles: 1. Everyone can build assets, 2. All young people need assets, 3. Relationships are key, 4. Asset building is an on-going process, 5. Consistent messages are important, and 6. Intentional redundancy is important. Every nominee is given "Power of 1" pin and a thank you card from the coalition.

The Coalition conducted a community-wide survey and learned that adults believed that a majority of Grant County youth was using alcohol, tobacco and other drugs. In order to dispel this belief, the coalition used their local PRIDE survey data and the Junior Champions made posters to educate the community. They gave information to parents, encouraging them to set and enforce clear rules about alcohol and other drugs; keep talking to youth, but to also listen as

much as they talk and avoid hosting parties with alcohol for teens, as they are liable. For more information about The Power of 1 please visit the Grant County Fiscal Court website at:

[www.grantcounty.ky.gov/Power.htm](http://www.grantcounty.ky.gov/Power.htm)



**Members of the Grant County Junior  
Champions Youth Group**

### **Patterns and Trends in Nonmedical Prescription Pain Reliever Use from 2002 to 2005 From the SAMHSA National Surveys on Drug Use and Health**

- The nonmedical use of prescription pain relievers among persons aged 12 or older remained relatively stable between 2002 and 2005.
- Combined data from 2002 to 2005 indicate that an annual average of 4.8 percent of persons aged 12 or older (11.4 million persons) used a prescription pain reliever nonmedically in the 12 months prior to the survey.
- Combined data from 2002 to 2005 indicate that 57.7 percent of persons who first used pain relievers nonmedically in the past year used hydrocodone products and 21.7 percent used oxycodone products.

# H.O.T.!

## Bath County Students Attend H.O.T. Conference

Reprint from *Parent Notes*, Spring 2007, Volume 1  
ALERT RPC

Over 75 youth attended the H.O.T. (Help Overcome Tobacco in Kentucky) Regional Youth Tobacco Conference at Morehead State University on March 9th—one of nine conferences held across the state to energize Kentucky youth about the tobacco movement and help them integrate H.O.T. initiatives in their schools and communities through tobacco prevention and advocacy activities.

Students from seven counties (Bath, Boyd, East Carter, Greenup, Montgomery, Russell, and West Carter) spent the day learning about the dangers of tobacco use and how tobacco industries lure youth to use their product through successful marketing strategies.

Did you know that \$549.7 million a year, \$45.8 million a month, \$125,479 a day, \$5,228 an hour is spent on tobacco advertising in Kentucky?

This year's focus was on SQUADS training (Study the problem, Question your findings, Understand the solutions, Act on your plan, Debrief about the process, celebrate Success.) These steps are necessary for successful youth-led activities, to address tobacco-related issues that face youth today.

The SQUADS training takes the facts and gives it to teenagers in a way that they can apply it to their schools, communities, and personal lives. This allows them to take ownership and pride in what they are doing.

The H.O.T. Conference was sponsored by the ALERT Regional Prevention Center in Ashland, Kentucky. For more information regarding SQUADS call 606-329-8588, extension 4091.

## Lincoln Trail District Regional H.O.T. Conference

By Rod Mattingly, Chair, Marion County Heartland

On Saturday April 14th, 2007 at Bardstown Middle School, youth leaders and adult sponsors from six Central Kentucky Counties gathered to hold the region's 2nd ever H.O.T. conference. There were approximately seven adult sponsors, twelve adult workers and thirty-six youth leaders from grades 8 through 12 present. Each school's group participated by hanging their own anti-tobacco posters and demonstrated their enthusiasm by vocally showing-off their own creative anti-tobacco school cheers.

Three forty-five minute workshops were held featuring 1. How to become a youth tobacco advocate, 2. Create your own television anti-tobacco ad, and 3. How to improve or strengthen school tobacco policies.

The conference included "Jammin with Jamey," a band that plays jazz music and intersperses their music with visual aids and talk about the harm and danger posed by tobacco use. The Larue County Jumping Hawks also performed high-energy activities like jump robe tricks, unicycle riding. They told the youth they would not be able to have the endurance required to do these things if they used tobacco.





# H.O.T.!



Poster photos were contributed to this edition of *Champions Chatter* by participants of the Lincoln Trail H.O.T. Conference



### Todd County Champions *GHOST* Out By Kelli Templeman

Ghost Out was held on May 3rd at Todd Central High School. The event occurred the Thursday before Prom Night to help prevent drinking and driving. The students below with white-painted faces represented "death" caused by a drinking and driving accident. The event was sponsored by Todd County Champions, Todd County KY-ASAP and the Todd County Youth Services Center.



### Costs of Underage Drinking by Problem, United States 2005

#### Total Costs in Billions:

Youth Violence \$31.1  
Youth Traffic Crashes \$14.9  
High-Risk Sex, Ages 14-20 \$5.6  
Youth Property Crime \$3.1  
Youth Injury \$1.9  
Poisonings and Psychoses \$.5  
FAS Among Mothers Age 15-20 \$1.1  
Youth Alcohol Treatment \$2.2

Total: \$60.2

From The International Institute for Alcohol Awareness

### Empowered Teens NOW!

The members of the Washington County Youth Group, pictured below, are empowered and happy! They presented the first reading (lower photo) of the Social Host Ordinance to their county's fiscal court on April 27th. The second reading, with approval, occurred on May 14th. The Ordinance holds adults responsible for knowingly providing a place for youth to consume alcohol. The three students shown in the first row, Stephanie Carpenter, Tana Niece and Cabrina Buckman, initiated the Ordinance and persevered from start to finish.





**RPC  
Guest  
Column**

## What Is Social Norms Marketing?

By Kelly Harl, Director  
Communicare Regional Prevention Center



Communicare Regional Prevention Center is currently involved with three county coalitions that received Commonwealth Alliance Substance Abuse Prevention (CASAP) Mini Grants. Two of the counties are addressing underage drinking and one is addressing prescription drug abuse. Members from each of these counties recently attended a Social Norms Marketing conference in Montana to learn how to initiate a Social Norms Marketing campaign.

For many years, health professionals have continued to develop messages that incorporate "scare tactics" to reinforce and educate young people regarding the hazards of negative health behaviors such as alcohol consumption, tobacco and other drug use. However, data collected on the use of these methods has shown relatively few results at reducing the norms that drive children, teens and young adults to use substances in the first place.

The social norms approach to substance abuse prevention is an innovative way to educate individuals about the healthy, protective behaviors practiced by the majority people for the purpose of improving overall health status. The social norms approach is based upon social norms theory, which assumes that much of our behavior is influenced by how we perceive that other members of our social groups behave. This theory states that our beliefs or perceptions about what others do are often times incorrect.

Social Norms Marketing is social norms theory combined with marketing strategies. Social norms theory states that much of people's behavior is influenced by their perceptions of what is "normal" or "typical." The problem is that we often severely misperceive the typical behaviors or attitudes of our peers. For example, if people believe that the majority of their peers smoke, then they are more likely to smoke. Using social norms marketing to inform people that the majority of their peers do not smoke, can potentially lead them to avoid smoking.

Social Norms Marketing is based on applying social marketing techniques to social norms theory. It is an innovative health promotion technique that has only begun to be understood and used to its full potential.

There are many areas in which people's behaviors, attitudes or opinions could be shifted by using strategic marketing to realign their perceptions with reality. Informing people that the majority of their peers are acting in a positive or healthy way can create an environment in which people actively strive to emulate what they believe is typical of their peers.

Comprehensive environmental strategies not only can coexist with the social norms approach, they can become more effective when conducted within a social norms framework. Environmental strategies include revising public policy, conducting media advocacy, building grassroots coalitions, and training community members.

The three CASAP county coalitions will conduct surveys to determine the level of misperceptions around underage drinking and prescription drug abuse, build capacity of their coalitions to address the misperceptions and launch a Social Marketing Campaign to correct the misperceptions.

For more information about Social Norms Marketing, go to [www.mostofus.org](http://www.mostofus.org).

### *STICKER SHOCK*

Contributed by Tara McGuire, MADD, Inc.

Underage drinking is a major problem in Paducah and some teens there have refused to stand by as their peers illegally drink alcoholic beverages.

No matter what city a minor lives in, older siblings, friends, even parents can be a source for booze. Nevertheless, Paducah parents were in for a "shock" if they were out purchasing alcohol in their city after April 2007. That is when the Mothers Against Drunk Driving (MADD) Paducah Youth in Action Team placed 505 bright yellow warning stickers on alcoholic beverages to remind adults it is illegal to purchase alcohol for minors.



"Kids are resourceful when it comes to trying to obtain alcohol. Sticker Shock is aimed primarily at adults, because the leading way youth obtain access to alcohol is by getting an adult to buy or provide it to them," said Tara McGuire, State Youth Program Coordinator, MADD Kentucky Office. The stickers read **"Unlawful Transaction with a Minor/Providing Alcohol to a Minor: Class A Misdemeanor, 90 Days up to 1 Year in Jail, up to a \$500.00 fine."**

"This is the first Youth in Action project the team has attempted, and although I know they had some difficulty in getting retailers to participate, I certainly hope they will not allow these obstacles to get in the way of their tremendous efforts. Youth in Action focuses on changing the environment that condones underage drinking as a rite of passage, and true change takes time. This project is only the first of the

team's efforts to reduce youth access to alcohol and stop underage drinking in their community. I am certainly looking forward to working more with this highly dedicated and persistent group of young people," said McGuire.

Paducah is a part of the 271 youth and 136 adults in Kentucky who have trained in the national Youth in Action Program since October 2005. Together they have placed more than 15,000 stickers in sticker shock; participated in 193 Alcoholic Beverage Control Alcohol Compliance Checks; recognized over 100 Law Enforcement Officers for their specific efforts to reduce underage drinking; and succeeded in passing two (2) Social Host and one (1) Mandatory Responsible Beverage Server Training Ordinance.

The goal of YIA (Youth in Action) is to reduce social and retail availability of alcohol to minors and to ensure enforcement of underage drinking laws. Visit [www.youthinaction.org](http://www.youthinaction.org) or [www.madd.org](http://www.madd.org) to learn more.



# COMING SOON



Come visit the Office of Drug Control Policy booth at the Kentucky State Fair. The ODCP booth will be located in the South Wing B of Main Street Kentucky. The booth will provide Kentucky Vehicle Enforcement Drug Dog Demonstrations and showcase public service announcements from local, state and federal agencies regarding alcohol and substance abuse issues. ODCP will challenge you to "Walk the Line." The Fatal Vision goggles will demonstrate the effects of drinking. The goggles will simulate conditions at a significant impairment level. **See you at the Fair!**

## I Believe

KY-ASAP and Champions  
Joint Conference 2007  
November 1 and 2  
Hurstbourne Holiday Inn  
Louisville



For a registration form and a look at the tentative agenda go to:  
<http://www.odcp.ky.gov/champions.htm>



Governor Fletcher invites you to come to General Butler State Park for the first annual Governor's Summit on Faith Based and Community Initiatives on September 20th, 2007. This meeting provides an opportunity to hear Jay F. Hein, Deputy Assistant to President George W. Bush and Director of the National Office of Faith Based and Community Initiatives, as he delivers the keynote address. For more information go to: <http://fbci.ky.gov/>



## HIGHLIGHTS FROM CHAMPIONS FOR A DRUG-FREE KENTUCKY COALITIONS

*Champions Chatter* is a publication of Champions for a Drug-Free Kentucky and the Kentucky Office of Drug Control Policy. The purpose of *Champions Chatter* is to disseminate and share information regarding the work of our many volunteers and Regional Prevention Center staff in Kentucky communities.

The mission of Champions is "to promote the prevention of the abuse of alcohol, tobacco and other drugs; and promote the reduction of violence in Kentucky schools and communities."

Sandra Harston is the statewide coordinator for Champions for a Drug-Free Kentucky. To submit articles for *Champions Chatter* or for more information regarding Champions contact her at:

SandraK.Harston@ky.gov  
502-564-8294  
www.odcp.ky.gov

It is not enough to understand, or to see clearly. The future will be shaped in the arena of human activity, by those willing to commit their minds and their bodies to the task.

Robert Kennedy

